

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.A. Economics - END SEMESTER EXAMINATIONS APRIL - 2024

SEMESTER - I

20UECAT1001 - Marketing

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Classify the stages of marketing evolution.
2. Distinguish between Departmental stores and Chains stores.
3. What is the pricing strategy of new products?
4. Interpret the nature and importance of salesman.
5. Examine the functions of marketing.
6. What is Cooperative Marketing?
7. Define Product life Cycle. Explain the Stages Product life Cycle with Examples.
8. Distinguish Advertising, media and agencies of advertising.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Describe the Nature, scope and importance of marketing.
10. Explain the channel of distribution and its types.
11. List out co-operative marketing bodies.
12. What is Pricing and what are the objectives and determine the price?
13. Justify how do you develop a promotion plan.
